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FM FBI NEW YORK (149A-SF-106204) (P) (I-44)

TO DIRECTOR FBI/PRIORITY/

ALL FBI FIELD OFFICES/PRIORITY/

BT

UNCLAS

CITE: //3540//

PASS: FBIHQ FOR IT-GRCU, UNIT CHIEF SF FOR SSA

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UNABOMB TASK FORCE.

SUBJECT: UNABOMB; MAJOR CASE 75; OO: SAN FRANCISCO.

ARMED AND DANGEROUS.

RE NEWARK TELETYPE DATED DECEMBER 14, 1994.

REFERENCED NEWARK TELETYPE REQUESTED NEW YORK TO
INTERVIEW JACK O'DWYER, EDITOR OF JACK O'DWYER'S NEW LETTER,
WHICH IS PUBLISHED WEEKLY AND TRACKS THE PUBLIC RELATIONS
INDUSTRY. O'DWYER WAS QUOTED IN NEWSPAPERS PRAISING UNABOM

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SEARCHED	INDEXED
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DEC 19 1994	
SAN FRANCISCO	

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Serial 149A-SF-106204-19 Dec
ENTERED IN RAPID START *[Handwritten signature]*

149A-SF-106204 SUB
GG 55

VICTIM THOMAS MOSSER.

O'DWYER ADVISED HIS CONTACT WITH MOSSER WAS LIMITED TO PERHAPS TWICE A YEAR, USUALLY TELEPHONIC. THE CONTACT WAS INITIATED BY O'DWYER TO OBTAIN CONFIRMATION OF PUBLIC RELATIONS INDUSTRY NEWS SUCH AS MOSSER'S COMPANY, BURSON-MARSTELLER (B-M), OBTAINING A NEW CLIENT. O'DWYER HAD NOT SPOKEN TO MOSSER SINCE HIS MOVE TO YOUNG AND RUBICAM (Y&R) EARLIER THIS YEAR. O'DWYER RECALLED THAT MOSSER WAS ALWAYS AVAILABLE, EVEN IF THE NEWS TO BE CONFIRMED WAS UNFAVORABLE TO MOSSER'S COMPANY. IN 1989 O'DWYER VIDEOTAPED AN INTERVIEW HE CONDUCTED WITH MOSSER. O'DWYER NOTED THAT MANY TELEVISION STATIONS HAVE BEEN BORROWING THE VIDEO LATELY TO SHOW ON THEIR NEWS CASTS.

O'DWYER RECALLED MOSSER AS A FACELESS BUREAUCRAT, A BACK OFFICE EXECUTIVE. MOSSER WAS DESCRIBED AS VERY STRAIGHT, ABOVE BOARD AND NEVER LEAKED INFORMATION TO THE PRESS. O'DWYER BELIEVES MOSSER WAS BEING GROOMED FOR Y&R'S PRESIDENTIAL POSITION. O'DWYER RECALLED MOSSER AS BEING A BIG "PITCH" PERSON, POSSIBLY HAVING THE BURDEN OF THE NEW PITCHES. O'DWYER DESCRIBED MOSSER AS A VERY GOOD PRESENTER, STRAIGHT FORWARD, WITH A MILITARY BEARING.

O'DWYER STATED THAT B-M IS THE LARGEST PUBLIC RELATIONS AGENCY AND HANDLES CONTROVERSIAL ACCOUNTS, IN MANY AREAS, TO INCLUDE THE FUR INDUSTRY, GAMING INDUSTRY, TOBACCO INDUSTRY, ELECTRONICS INDUSTRY, AND SAUDI ARABIA. O'DWYER NOTED THAT B-M IS VERY QUIET REGARDING THEIR ACCOUNTS AND NEVER ANNOUNCE WHO THEIR CLIENTS ARE. O'DWYER NOTED THAT MOSSER HAD SHARED THE CHIEF OPERATING OFFICER'S POSITION WITH WHILE AT B-M.



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O'DWYER ESTIMATED THE CIRCULATION OF HIS NEWS LETTER TO BE APPROXIMATELY TWO THOUSAND ONE HUNDRED, BUT BELIEVES THE NUMBER OF READERS ARE APPROXIMATELY THIRTY THOUSAND. O'DWYER EXPLAINED THAT SOME OF HIS SUBSCRIBERS ARE COMPANIES WHO RECEIVE ONE COPY OF THE NEWS LETTER AND ROUTE IT TO ALL EMPLOYEES. O'DWYER ADVISED THAT THIS IS THE SIXTH YEAR HIS NEWS LETTER HAS BEEN LISTED WITH LEXUS NEXUS.

O'DWYER PROVIDED A COMPUTER DISC OF HIS NEWS LETTER SUBSCRIBERS AND COPIES OF HIS NEWSLETTERS IN WHICH ARTICLES OF MOSSER APPEARED. THESE ARE AS FOLLOWS: JANUARY 13, 1993 "TOM MOSSER RETURNS TO B-M/NY". MOSER HAD BEEN WORKING FOR B-M IN LONDON DURING 1992; SEPTEMBER 29, 1993 "B-M SEEKS VOLUNTARY

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FIVE PERCENT STAFF REDUCTION". MOSSER IS NOT MENTIONED IN
ARTICLE; DECEMBER 8, 1993 "B-M'S MOSSER HEADS CORP. BRANDING
AT Y&R". ANNOUNCEMENT OF MOSSER'S MOVE TO Y&R; DECEMBER 14,
1994 "B-M TOM MOSSER IS BOMB VICTIM".

ABOVE ITEMS WILL BE FORWARDED TO NEWARK AND SAN FRANCISCO
UNDER SEPARATE COVER..

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